

# THE IMPACT OF TRAVEL ON WYOMING'S ECONOMY



## 2013 TRAVEL-GENERATED IMPACTS

(Year to year comparison: 2013 to 2012 Travel Impacts)

VISITOR  
VOLUME

9.07 Million Overnight Visitors ↑ 4.6%

VISITOR  
SPENDING

\$3.18 Billion Direct Expenditures ↑ 2.9%

TAXES

\$143 Million in State & Local Taxes ↑ 11.4%

JOBS

30,860 jobs supported ↑ 1.2%

Each Wyoming household would pay **\$540** more in taxes without the tax revenue generated by tourism industry in Wyoming.

= 10,000 jobs

## BY THE NUMBERS

(Based on 2013)

### \$3.2 Billion:

Economic output generated by domestic and international visitors.

### 30,860:

Jobs supported by the travel expenditures.

**\$786 Million** wages shared by Wyoming workers directly employed by travel.

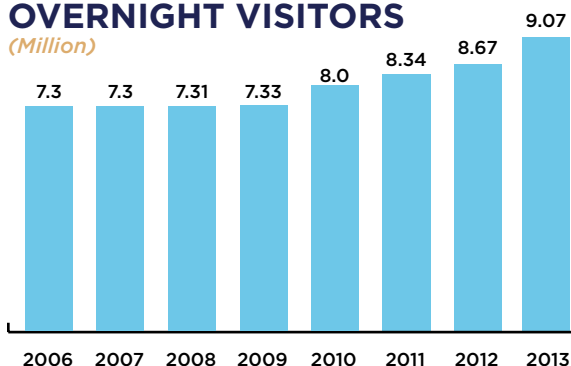
**\$143 Million:** Tax revenue generated by travel spending for state and local governments.

**3.9%:** Percentage of Wyoming's domestic product (GDP) attributed to travel and tourism. (↑30%)

**12%** of all Wyoming jobs depend upon travel and tourism. (↑4%)

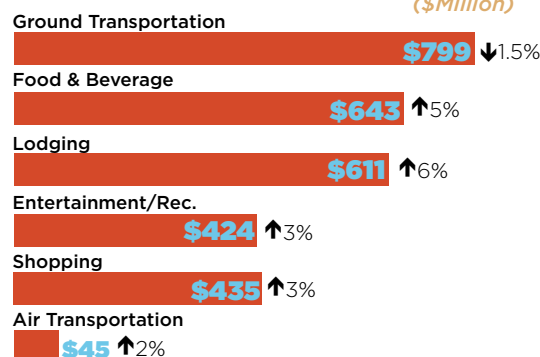
## OVERNIGHT VISITORS

(Million)



## COMMODITIES PURCHASED

(\$Million)



## TRAVEL MARKETING & PROMOTION

\$12.5 million  
(WOT Budget)



## JOBS & EARNINGS

30,860  
↑ 1.2%  
\$786 Million  
↑ 2.6%



## INCREASED VISITOR TRIPS

9.07 million  
↑ 4.6%



## ADDITIONAL VISITOR SPENDING

\$3.2 Billion  
↑ 3%



# THE POWER OF TRAVEL

How Travel Dollars Support Wyoming

